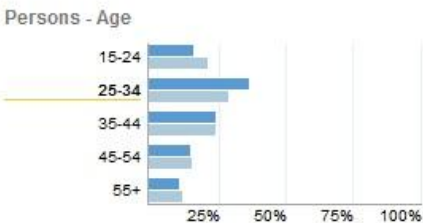
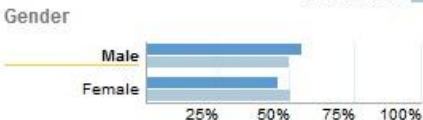


Key Measures



Demographics



Full Universe

39.5	37.1	2.4
Total	Home + Work	Other

Measured in Total Pages Viewed (MM)

Total Unique Visitors (000) Trend



Total Unique Visitors (000) to CARZONE.IE
 increased 104.1 % since Jan 2011

Cross Visiting

The following sites have the highest percentage of visitors that also visited CARZONE.IE:

Media	Index	Total Unique Visitors (000)
AUTOTRADER.IE	699	66
WINDSOR.IE	544	9
CBG.IE	537	19
TOYOTA.IE	535	8
VRT.IE	472	8
CARSIRELAND.IE	453	24
WEBZONE.IE	427	18
AUTOBLOG.COM	385	11
BMW.IE	371	21
CARSFORSALEIRELAND.IE	358	18

World Metrix

Region	% Comp	Index
Europe	100.0	378

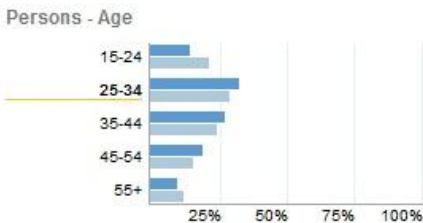
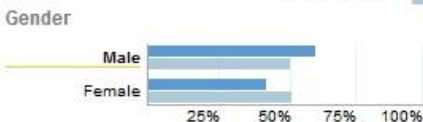
* - map corresponds to Index



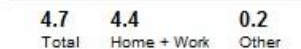
Key Measures



Demographics



Full Universe



Measured in Total Pages Viewed (MM)

Total Unique Visitors (000) Trend



Total Unique Visitors (000) to AUTOTRADER.IE increased 43.2 % since Jan 2011

Cross Visiting

The following sites have the highest percentage of visitors that also visited AUTOTRADER.IE:

Media	Index	Total Unique Visitors (000)
TOYOTA.IE	1,280	8
CARZONE.IE	974	233
CBG.IE	908	19
MYVOUCHERCODES.CO.UK	855	9
LEARNONLINE.IE	845	7
ENVIRON.IE	783	16
CARSIRELAND.IE	756	24
WE-DWOJE.PL	736	9
AUTOTRADER.CO.UK	727	69
CARSFORSALEIRELAND.IE	690	18

World Metrix

Region	% Comp	Index
Europe	100.0	378

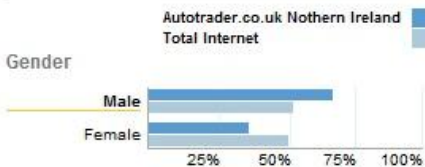
* - map corresponds to Index



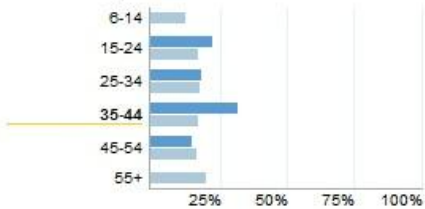
Key Measures



Demographics



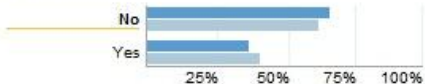
Persons - Age



HH Income (UK)



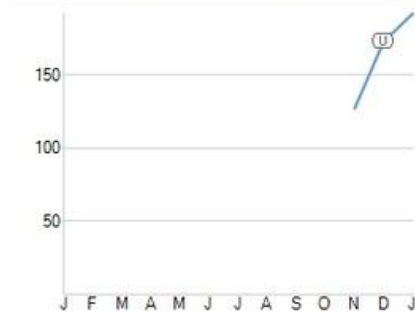
Children



Full Universe



Total Unique Visitors (000) Trend



Total Unique Visitors (000) to Autotrader.co.uk Nothern Ireland
increased 51.0% since Nov 2011

Cross Visiting

The following sites have the highest percentage of visitors that also visited Autotrader.co.uk Nothern Ireland:

Media	Index	Total Unique Visitors (000)
VOLKSWAGEN.CO.UK	2,346	234
VOA.GOV.UK	2,053	202
FOODNETWORK.COM	1,941	408
U.TV	1,780	195
MAIL.RU	1,640	200
JOBCENTREONLINE.COM	1,516	244
YOURWEATHER.CO.UK	1,398	234
MERCEDES-BENZ.CO.UK	1,364	254
GREENLINE.CO.UK	1,339	209
VISITSCOTLAND.COM	1,295	252

World Metrix

Region	% Comp	Index
Europe	100.0	378

* - map corresponds to Index



Trader Media Group (carzone.ie, autotrader.ie & niautotrader.co.uk)

Welcome MyMetric Media Planner Deliver Center Direct Social Analytix AdEffx Welcome tuk_tkenny Logout Support

comSCORE | MyMetric

Search

Media Metric Segment Metric Reach Frequency Ad Metric MediaBuilder qSearch Video Metric Mobile GSMA

Key Measures

	Media	Total Unique Visitors (000)	% Reach	% Composition Unique Visitors	Composition Index UV	Composition Index PV	Average Daily Visitors (000)	Total Minutes (MM)	Total Pages Viewed (MM)	Total Visits (000)	Average Minutes per Visit	Average Visits per Visitor
	Total Internet : Total Audience	2,367	100.0	100.0	100	100	1,358	3,054	4,974	115,143	26.5	4.0
	Automotive	1,044	44.1	100.0	100	100	140	34	64	4,571	7.5	4.0
1	Trader Media Group	404	17.1	100.0	100	100	73	27	47	2,742	10.0	6.0
2	Automobile Association Ltd	83	3.5	100.0	100	100	3	0	0	115	3.9	1.0
3	AutoGuide.com Group	58	2.5	100.0	100	100	4	0	0	136	2.3	2.0
4	CARSIRELAND.IE	44	1.9	100.0	100	100	2	1	1	76	7.3	3.0
5	TOPGEAR.COM	40	1.7	100.0	100	100	3	0	0	85	2.6	2.0
6	NCTS.IE	40	1.7	100.0	100	100	2	0	0	50	5.3	1.0
7	USEDCARSNI.COM	36	1.5	100.0	100	100	2	1	1	85	7.2	2.0
8	Internet Brands Automotive	34	1.4	100.0	100	100	3	0	0	91	2.0	2.0
9	CBG.IE	33	1.4	100.0	100	100	1	0	0	48	4.0	1.0
10	Yahoo! Autos	28	1.2	100.0	100	100	1	0	0	45	1.1	1.0
11	CARSFORSALEIRELAND.IE	28	1.2	100.0	100	100	1	0	0	41	3.9	1.0
12	eBay Motors U.S.	26	1.1	100.0	100	100	1	0	0	44	3.1	1.0
13	Pistonheads Sites	24	1.0	100.0	100	100	1	0	1	60	7.6	2.0
14	Volkswagen	23	1.0	100.0	100	100	1	0	0	29	2.7	1.0
15	Toyota	22	0.9	100.0	100	100	1	0	0	30	4.5	1.0
16	Renault	21	0.9	100.0	100	100	1	0	0	25	2.0	1.0
17	AUTOEXPRESS.CO.UK	20	0.8	100.0	100	100	1	0	0	26	1.9	1.0
18	eHow Cars	20	0.8	100.0	100	100	1	0	0	30	1.7	1.0
19	OTOMOTO.PL	18	0.8	100.0	100	100	1	0	0	43	5.0	2.0
20	AOL Autos	16	0.7	100.0	100	100	1	0	0	29	1.6	1.0
21	Gumtree.com - Cars, Vans & M...	16	0.7	100.0	100	100	1	0	0	39	3.4	2.0
22	SIM Automotive Digital	14	0.6	100.0	100	100	1	0	0	24	2.8	1.0
23	eBay Motors UK	11	0.5	100.0	100	100	1	0	0	47	0.3	4.0
24	WP.PL - Motoryzacja	11	0.5	100.0	100	100	1	0	0	24	2.2	2.0
25	Ford Motor Company	11	0.5	100.0	100	100	0	0	0	14	3.3	1.0
26	Nissan	10	0.4	100.0	100	100	0	0	0	14	2.0	1.0
27	WINDSOR.IE	10	0.4	100.0	100	100	0	0	0	12	4.7	1.0
28	BMW	10	0.4	100.0	100	100	0	0	0	13	3.6	1.0
29	Mobile.International Sites	9	0.4	100.0	100	100	0	0	0	14	5.2	1.0
30	CarDomain Network	9	0.4	100.0	100	100	0	0	0	19	2.6	2.0